

OFFICIAL RULES
SIDELINE QUARTERBACK PROMOTION
SPONSORED BY THE INDIANAPOLIS COLTS,
MARSH/VILLAGE PANTRY AND THE HOOSIER LOTTERY

1. These rules shall govern the "Sideline Quarterback Promotion" (herein "Promotion") which will, over a series of eight (8) drawings, select one (1) person per drawing to win a prize consisting of four premium Colts tickets for the next scheduled home game (herein "Prize").
2. The Promotion is open to all persons except those who are less than eighteen (18) years of age, are employees of the Indianapolis Colts (herein "Colts"), Marsh/Village Pantry or the Hoosier Lottery, and relatives living in the same household as such employees.
3. The Colts shall be responsible for receiving and securing the envelopes containing entries that are delivered to the designated post office box and conducting the eight (8) drawings associated with the Promotion. Entries are only eligible for one (1) drawing. After each drawing, the Colts shall retain the envelopes/entries that were not determined to be winners and tender them to the Lottery for subsequent use or destruction. In order to participate in one or more drawings, a player must send in qualifying entries prior to each deadline.
4. Commencing on September 4, 2004 and concluding on December 12, 2004, persons purchasing a single Hoosier Lotto ticket containing at least five dollars (\$5) in plays from a Village Pantry retailer will receive a Hoosier Lottery terminal generated entry ticket for the Promotion. Persons may enter the drawings by completing the entry and mailing it to the following address:

Hoosier Lottery Sideline QB
P.O. Box 53257
Indianapolis, IN 46253

5. Entry envelopes received by 5:00 p.m., EST, on the following deadline dates shall be included in the next scheduled drawing which shall be conducted on the drawing dates set forth below. The Prize associated with an individual drawing shall be for the next scheduled game date (no substitutions) as designated below.

Entry Deadline	Drawing Dates	Game Dates
9/16/04	9/17/04	9/26/04
9/30/04	10/1/04	10/10/04
10/14/04	10/15/04	10/24/04
10/28/04	10/29/04	11/8/04
11/4/04	11/5/04	11/14/04
11/18/04	11/19/04	12/05/04
12/9/04	12/10/04	12/19/04
12/16/04	12/17/04	12/26/04

6. Only entries generated by a Hoosier Lottery terminal shall be eligible for a Prize as a result of the drawings. Entries must be legible and fully completed (name, address and telephone number).

Persons are only eligible to win one (1) Prize in association with this promotion. Entry envelopes received at an address other than that stated above are ineligible. Entry envelopes received after the deadline shall be included in the next scheduling drawing, if any. If an envelope contains more than one (1) entry, all such entries must include the same personal information. All entries envelopes not meeting these requirements shall be deemed ineligible.

7. Prize winners agree to participate in promotions inside the RCA Dome on the designated game date associated with their prizes.
8. The Colts shall be responsible for retrieving the entry envelopes received prior to the deadlines for each drawing and transporting them to the drawing site at a Colts' facility.
9. If the volume of entry envelopes is overwhelming, the Colts, at its sole discretion, may randomly select approximately one hundred (100) entry envelopes from each mail bag for inclusion in a final drawing for that drawing date.
10. The Colts shall place all entry envelopes received prior to each deadline (or such quantity of entry envelopes as were selected pursuant to section 9 above), in a drawing container where they will be thoroughly mixed.
11. With respect to each drawing, a Colts representative shall select five (5) entry envelopes from the drawing container and label them in order of selection as follows: #1-Prize, #2-Alternate, #3 - Alternate, #4 - Alternate, and #5 - Alternate. A Colts' representative shall open each entry envelope and determine entry eligibility. If all entries are eligible, the drawing shall end. If one or more entries are ineligible, such entries shall be replaced by drawing additional entry envelopes until five (5) eligible entries are secured.
12. A Colts' representative shall use his/her best efforts to contact the winner identified on the entry in envelope #1 by telephone and advise him/her of the Prize. If the winner is unavailable, the Colts representative shall leave a message directing the winner to contact him at a designated number no later than 5:00 p.m., EST, the following Monday. If the winner cannot be contacted or fails to call before the designated time, the person's right to the prize shall be forfeited. The Colts representative shall then telephone the person identified on the entry in the envelope marked #2 – Alternate who shall have forty-eight (48) hours to contact the Colts at the designated number. This process shall continue until a winner satisfies the requirements of this paragraph.
13. These official rules may be modified at any time upon agreement in writing of both the Colts and the Lottery.
14. All decisions by the Colts and the Lottery arising out of this Promotion are final.
15. Each person entering this Promotion agrees by the act of participation to be bound by these official rules and to pose for a photo which may be released along with the person's name and hometown for publicity purposes by the Colts, the Hoosier Lottery, or Marsh/Village Pantry.